

What is claimed is:

1. A presentation method for providing advertisement information stored in a server to an exhibitor via computer telecommunication system, before showing the

5 advertisement information to an audience, comprising steps of:

soliciting an exhibitor from a server to access the advertisement information stored in the server;

selecting advertisement information among information stored in the server;

10 forwarding advertisement information from the server to the show exhibitor based on the access by the exhibitor to the server.

2. A presentation method for advertisement in accordance with claim 1, wherein said method further comprising a step of:

15 soliciting an advertising client to access the server via an electronic medium and to input advertisement information to the server.

3. A presentation method for advertisement in accordance with claim 1, wherein the advertisement information is shown before or after a feature presentation.

20 4. A presentation method for advertisement in accordance with Claim 2, wherein contents of the advertisement information is changed in real-time by the advertising client.

5. A presentation method for advertisement in accordance with Claim 1, wherein the advertisement information forwarded to the exhibitor is transmitted to a movie theater
25 where the advertisement information is shown to the audience.

